



County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration
500 West Temple Street, Room 713, Los Angeles, California 90012
(213) 974-1101
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

October 30, 2009

To: Supervisor Don Knabe, Chairman
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

COUNTY STRATEGY ON UPCOMING U.S. CENSUS (ITEM S-1. AGENDA OF NOVEMBER 3, 2009)

The decennial United States Census will begin taking place in late March of 2010. To support this important activity for the County of Los Angeles and its 88 cities, this Office established the County Census Complete Count Committee (CCC) in January of 2009, and has been meeting regularly with the Federal Census Bureau, department representatives, and your Board offices.

The attached 2010 Census Outreach Plan is a report on the challenges facing the County to ensure an accurate and complete count of our residents; the CCC's mission, objectives and structure; current and future outreach efforts; and an integrated timeline leading to the National Census Day on April 1, 2010.

If you have any questions on the above information, please call me, or your staff may contact Martin Zimmerman at 213.974.1326 or mzimmerman@ceo.lacounty.gov.

WTF:ES:MKZ
FC:JR:pg

Attachment

c: Executive Officer, Board of Supervisors
Acting County Counsel

2009-10 - 10-30-09 Census Report cover.doc

"To Enrich Lives Through Effective And Caring Service"

**Please Conserve Paper – This Document and Copies are Two-Sided
Intra-County Correspondence Sent Electronically Only**

ATTACHMENT

**CENSUS 2010
County of Los Angeles
Complete Count Committee
Census 2010 Outreach Plan**

November 2, 2009

Table of Contents

CENSUS 2010 OVERVIEW	3
THE CENSUS AND LOS ANGELES COUNTY	3
It's Important: How undercounting impacts our County	3
It's Easy: 10 questions, 10 minutes	3
It's Safe: Your answers are protected, your identify is safe	4
COUNTY OF LOS ANGELES COMPLETE COUNT COMMITTEE	5
Objectives	5
Governance and Structure	5
SUBCOMMITTEES AND OUTREACH EFFORTS	6
Unincorporated Area Subcommittee	6
Government/City Partnership Liaison Subcommittee	7
Homeless Subcommittee	8
Communications Subcommittee	9
OUTREACH TIMELINE	10
SUBCOMMITTEE ACCOMPLISHMENTS TO DATE	12

CENSUS 2010 OVERVIEW

The U.S. Census Bureau is required by the Constitution to count every resident in the United States every 10 years. It is estimated that \$400 billion in annual Federal funding is distributed based on the Census data on infrastructure and services such as:

- Hospitals
- Job training centers
- Schools
- Senior centers
- Bridges, tunnels and other-public works projects
- Emergency services

In addition, the data collected by the Census is used to determine the number of seats our State has in the U.S. House of Representatives and to re-draw congressional districts.

THE CENSUS AND LOS ANGELES COUNTY

Below are the three main messages being conveyed by the Census Bureau and the impact to this County.

It's Important: How undercounting impacts our County

\$636 million	The estimated revenue lost in Federal funding to the County of Los Angeles from 2002 to 2012 because of the undercount in 2000 (not including funds from State programs that are distributed to local governments based on official population counts)
170,000	The estimated number of people undercounted in Los Angeles County in 2000
70%	The Census Response Rate for Los Angeles County in 2000
One	The number of U.S. Congressional seats the Los Angeles Area may lose due to an undercount after the 2010 Census

It's Easy: 10 questions, 10 minutes

In March of 2010, Census forms will be delivered to every residence in the County of Los Angeles. The Census form consists of 10 short questions and includes a postage-paid envelope to mail back. If the form is not mailed back, a Census taker will visit the residence and ask the questions from the form.

The majority of the County will receive English-only materials; however, households in areas with high concentrations of Spanish-speaking residents will receive a bilingual (English/Spanish) form.

It's Safe: Your answers are protected, your identity is safe

Every Census Bureau worker takes an oath for life to protect the confidentiality of Census responses. By law, the Census Bureau can not share collected data with anyone, not even other government agencies like the County of Los Angeles.

Challenges Facing Los Angeles County

In Los Angeles County, a complete and accurate count is challenged by several factors:

- There are over 1.1 million people that reside in unincorporated areas of Los Angeles County and the County is their "municipal" representation.
- There is significant under-funding of 2010 outreach efforts at the Federal, State, and local levels. For 2000, the State of California directed over \$24 million towards Census outreach. The County received \$1,747,788 for outreach efforts, with \$1.5 million distributed to cities within the County. The remaining funds, approximately \$250,000 were retained by the County to conduct outreach in unincorporated areas and cities that did not participate in the Census Outreach process. Funding from the State has not been confirmed for the 2010 Census effort but is expected to be minimal.
- The national economic crisis has severely reduced the resources available from the philanthropic community and private sector that previously funded community organizations and government agencies in their outreach efforts.
- The County has a large homeless population with over 50,000 individuals experiencing homelessness on any given night in Los Angeles County.
- The housing market crash created an unprecedented number of foreclosures and difficult-to-locate families.
- "Hard-to-count" populations have increased due to a rapidly growing diverse population.
- Many cities within Los Angeles County are under tight budget constraints and will not establish Complete Count Committees or actively promote the 2010 Census.
- The County is a massive and varied landscape, encompassing an area of 4,084 square miles, roughly the size of Jamaica. With a total population of 10.4 million, Los Angeles County makes up about 27 percent of the State's population and would be the 8th largest populated state in the U.S.

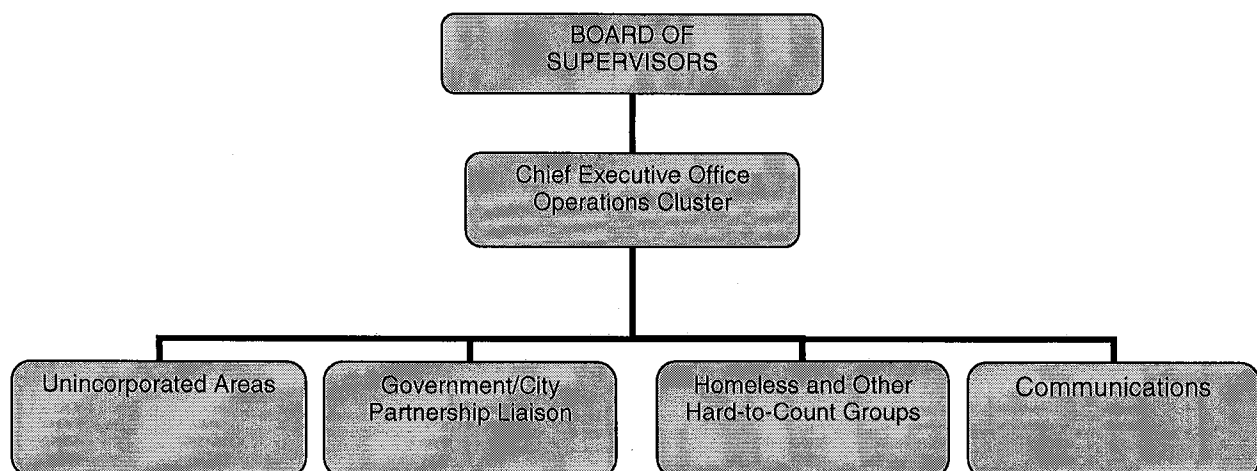
COUNTY OF LOS ANGELES COMPLETE COUNT COMMITTEE

In January of 2009, the County established a Complete Count Committee (CCC) to promote and facilitate a complete and accurate Census 2010 count through an aggressive, targeted, and strategic outreach campaign to encourage the participation of all residents of Los Angeles County. The CCC is made up of representatives from County departments, Board offices, Census Bureau, and other city jurisdictions. The following are the objectives of the CCC in addressing the challenges discussed above.

Objectives

1. Ensure a complete count of unincorporated area residents.
2. Avoid duplication of effort and supplement Census outreach efforts countywide by coordinating and working with the County's 88 cities, non-profit organizations, business community, and faith-based communities to ensure an accurate and complete count.
3. Ensure a complete and accurate count of the homeless and other hard-to-count communities.
4. Ensure that the County departments utilize their resources to effectively promote the importance of the upcoming Census.

Governance and Structure



The County's CCC consists of a steering committee and four subcommittees. The steering committee is led by the Chief Executive Office's Operations Cluster, (hereafter "CEO"). The four subcommittees are established to meet the objectives of the CCC stated above and consist of the following:

- Unincorporated Areas;
- Government/City Partnership Liaison;
- Homeless and Other Hard-to-Count Groups; and
- Communications

SUBCOMMITTEES AND OUTREACH EFFORTS

The following are descriptions of each of the subcommittees and an overview of their efforts/strategies they are working on to ensure an accurate and complete count in the upcoming Census 2010.

Unincorporated Area Subcommittee

Since the County is the municipal government for residents in unincorporated communities, this subcommittee was established to ensure an accurate and complete count of all unincorporated residents. This subcommittee works with Board offices, the Census Bureau, and the community in developing and implementing aggressive, targeted outreach campaigns. The following are outreach efforts/strategies this subcommittee is working on:

- Focus on Hard-to-Count Communities – Conduct targeted outreach to 21 unincorporated communities that were selected based on input from Board Offices and hard-to-count factors¹. Leads are assigned to each community to develop specific outreach plans based on the unique challenges facing each community.

<u>City</u>	<u>Supervisory District</u>
1. East Los Angeles	First
2. South Whittier	First
3. Valinda Corridor	First
4. Florence-Firestone	First and Second
5. Athens/Westmont	Second
6. Lennox	Second
7. Walnut Park	Second
8. Willowbrook	Second
9. Rancho Dominguez	Second
10. Topanga	Third

¹ Hard-to-count factors include the following: % vacant units, % not single units, % units > 1.5 persons per room, % units not husband/wife, % units without phones, % not high school graduates, % below poverty level, % households with public assistance income, % unemployed, % linguistically isolated households, and % moved in 1999-2000.

11.	Hacienda Heights	Fourth
12.	Rowland Heights	First and Fourth
13.	Lake Los Angeles	Fifth
14.	Sun Village	Fifth
15.	Little Rock	Fifth
16.	Val Verde	Fifth
17.	Lake Manor	Fifth
18.	Kagel Canyon	Fifth
19.	Lower and Upper Tujunga	Fifth
20.	Vogel Flats	Fifth
21.	Stonyvale	Fifth

- Community Connections – Census messages have been and will continue to be included in Community Connections publications specifically tailored to a number of unincorporated areas.
- Community Complete Count Committee Assistance – Assistance will be provided, as appropriate, to existing Complete Count Committees formed in the unincorporated area communities. Assistance may include providing technical assistance and partnering on outreach efforts.
- Community Events Outreach – Coordinate with the Census Bureau to promote Census and handout promotional items at community events, meetings, fairs, etc..
- Questionnaire Assistance Centers (QAC) / Transitional Subsidized Employment (TSE) Program – Coordinate with Department of Public Social Services (DPSS) and non-profit organizations to identify QAC locations in unincorporated areas targeting hard-to-count populations. Train and employ workers using funds provided by the TSE Program.

Government/City Partnership Liaison Subcommittee

This subcommittee was established to coordinate with the Census Bureau, municipalities, non-profit organizations, business community, and faith-based to ensure an accurate and complete count, as well as avoid duplication of effort, thereby maximizing the use of limited resources. The following are outreach efforts/strategies this subcommittee is working on:

- Focused City Government Assistance – Provide assistance to 26 cities that have been tentatively selected based on hard-to-count factors (see factors above) as well as the jurisdiction not having a Complete Count Committee, which is to be validated by the Census Bureau. Assistance may range from forming of a Complete Count Committee, providing technical assistance, or partnering on outreach efforts.
- Service Planning Areas Outreach – Coordinate presentations at the County's eight Service Planning Areas and the American Indian Community Council's monthly meetings.

- “Promotoras” Outreach – Coordinate with the Census Bureau to train the “promotoras” networks to promote the Census. The Promotoras Program is a 160 hour training course aimed at the Latino community that covers health issues, communication building, leadership, listening skills, and cultural sensitivity.
- Outreach to City Organizations – Coordinate with the Census Bureau to outreach to professional city organizations. To date, presentations have been made to the League of California Cities, Independent Cities Association, and Gateway Cities Southeast Los Angeles County City Managers Group.
- Outreach to Schools – Coordinate with school districts to conduct Census outreach.

Homeless Subcommittee

The homeless are one of the hard-to-count populations that require an aggressive and organized effort. This subcommittee was established to coordinate with the Los Angeles Housing Services Authority (LAHSA); the Cities of Los Angeles, Long Beach, Pomona, and other cities; non-profit organizations; and faith-based organizations to ensure an accurate and complete count of the homeless. The following are outreach efforts/strategies this subcommittee is working on:

- Homeless Count – Coordinate with cities, community-based organizations, and faith-based organizations on ensuring an accurate homeless count be conducted by the Census Bureau over three days: March 29 (emergency Shelters), March 30 (soup kitchens and mobile food vans), and March 31 (unsheltered homeless).
- List of Housing Units Used by Homeless – Coordinate County departments to compile list of housing units used to shelter the homeless and submit to the Census Bureau.
- Identify Targeted Non-sheltered Outdoor Locations (TNSOLs) – Coordinate with County departments, Los Angeles Homeless Services Authority, City of Los Angeles, and other cities to identify TNSOLs and submit these locations to the Census Bureau.
- “Connect and Count” Events – Coordinate with cities, community-based organizations, and faith-based organizations to organize events during the three-day homeless count period to encourage the homeless to be counted.
- “Be Counted” Sites – Coordinate with other organizations to identify locations for “Be Counted” Sites that target the homeless.
- QACs / TSE Program – Coordinate with Department of Public Social Services (DPSS) and non-profit organizations to identify QAC locations targeting homeless population and train and employ workers using funds from the TSE Program.

Communications Subcommittee

This subcommittee was established to develop and implement a media/marketing plan to promote the Census in a coordinated and effective manner. This includes developing promotional materials, coordinating County departments' promotional plans, establishing a County Census websites, and assisting other subcommittees. The following are outreach efforts/strategies this subcommittee is working on:

- Promotional Kick-Off – Issue a series of press releases and conduct press conferences to promote the importance of the Census.
- Department Promotional Plans – Coordinate submissions of County departmental promotional plans that will promote the Census through their general operations from January to May 2010. Promotional plans will include:
 - List of department communications, publications, and/or mailings that will have a Census message;
 - List of public counters, lobbies, waiting rooms where posters and Census information can be placed;
 - List of locations where QACs) and “Be Counted” Sites could be placed; and
 - List of workshops, events, or events the public will attend and where Census message can be provided.
- Partnership Promotional Program – Coordinate County departments' and Board Offices' submissions to apply for \$2,999 in promotional materials from the Census Bureau.
- County Employee Ambassador Training Program – Identify County employees who have direct contact with hard-to-count populations and provide training on the Census message and encourage or assist clients to complete Census questionnaire.
- Countywide Publications – Include Census message in countywide publications such as the County Digest, Workplace Programs, Family News, etc.
- Employee E-Mail Blast – Send out e-mail messages to employees reminding them of the Census.
- Board of Supervisors Public Service Announcements (PSAs) – Film PSAs of individual Supervisors to be aired on County publications, websites, closed-circuit television at County departments, Santa Monica channel, and cable stations.
- Presentation Workshops – Develop and hold workshops for County employees who plan to conduct presentations to the public. The workshops will train employees on the Census message and provide presentation materials.
- Paycheck Message – Include Census message in February and March employee pay checks.

- Internet Site – Launch County Internet Website promoting the Census.
- Message and Material Development – Develop customized County message on how the County is affected by the Census.
- Cesar Chavez Community Week – Coordinate County employees to volunteer on Census outreach to hard-to-count communities during Cesar Chavez Community Week.
- Events Calendar – Manage events Calendar where all Census activities in the County are taking place. In addition, coordinate with the Census Bureau to make sure Census representatives/speakers are available for County sponsored events.
- Census Media Coordination – Coordinate general media outreach effort and events with the City of Los Angeles and non-profit organizations as to not duplicate efforts.

OUTREACH TIMELINE

Phase I: Planning and Soft Outreach – October 2009 to January 2010

Planning:

- Develop outreach plans for “hard-to-count” unincorporated communities.
- Develop outreach plans for “hard-to-count” cities.
- Develop department promotional plans
- Develop County-themed Census promotional materials
- Develop and hold presentation workshops
- Develop and manage events calendar
- Develop workplan (including volunteer recruitment plan) for Cesar Chavez Community Week (Census Related)
- Develop County Employee Education Program (specialized training for employees who interact directly with hard-to-count populations)
- Develop and film Board of Supervisors Public Service Announcements
- Coordinate homeless count efforts with the Los Angeles Homeless Service Authority, cities of Los Angeles, Long Beach, Pomona, and other community-based organizations.
- Identify “Be Counted” sites in unincorporated and homeless areas.
- Identify “Connect and Count” sites for homeless outreach
- Develop plans for Questionnaire Assistance Centers/Transitional Subsidized Employment Program for unincorporated communities and homeless areas
- Work with Census Bureau to identify housing units used by the homeless
- Identify Targeted Non-Sheltered Outdoor Locations and inform Census Bureau.

Outreach:

- Launch County Census internet site
- Census message in Community Connections

- Community events outreach
- Coordinate and assist with community complete count committees
- "Promotoras" outreach
- Outreach to City professional organizations

Phase II: Final Planning, Implementation, and Outreach – January 2010 to mid-March.

Planning:

- Implement volunteer recruitment plan for Cesar Chavez Community Week
- Finalize plans for Questionnaire Assistance Centers/Transition Subsidized Employment Program in unincorporated communities and homeless areas.
- Begin airing Board of Supervisors' Public Service Announcements
- Continue identification of TNSOLs
- Finalize homeless strategies to count the homeless

Outreach:

- County promotional Kick-Off – media event
- Continue general outreach listed in pre-outreach in Phase I
- Full implementation of department implementation plans
- Include Census message in County publications
- Implement County Employee Education Program
- Send out e-mail blasts to County employees
- Implement workplans for hard-to-count unincorporated communities
- Implement workplans for hard-to-count cities

Phase III: Full Census Outreach – Mid-March to May

- Census questionnaires sent out on March 15 - 17, 2010
- Census Day – April 1, 2010
- Cesar Chavez Community Service Week – March 29 to April 2, 2010
- Assist with Census homeless count – March 29, 30, & 31
- Hold "Connect and Count" events day of Census homeless count
- Implement Questionnaire Assistance Centers/Transitional Subsidized Employment Program in unincorporated communities and homeless areas
- Continue Board of Supervisors' Public Service Announcements
- Continue outreach efforts listed in Phase I and Phase II

Phase IV: Post-Census Outreach – May to August

- TBD

SUBCOMMITTEE ACCOMPLISHMENTS TO DATE

Unincorporated Area Subcommittee

- Based on hard-to-count factors and input from Board offices, identified 21 “hard-to-count” unincorporated areas to focus on. Workplans focusing on an aggressive, targeted, and strategic outreach campaign are being developed for each selected community.
- Coordinated with Census staff to incorporate a Census awareness-building element in County and community-sponsored events in unincorporated areas. As a result, Census presentations have been conducted in Topanga, Florence-Firestone, Lennox, Hacienda Heights and Rowland Heights.
- Included Census 2010 information in the Connection newsletter which has been delivered to the following unincorporated areas: Athens/Westmont, Antelope Valley, Altadena, Florence-Firestone/Walnut, Lennox, Hacienda Heights, Rowland Heights, Valinda-Bassett, and Whittier.

City/Government Partnership Liaison Subcommittee

- Analyzed Census Bureau data and information to tentatively identify priority areas/cities to focus outreach efforts. The Census Bureau is reviewing our list and will confirm whether there are complete count committees in those areas. Cities selected so far are: Baldwin Park, Bell, Bell Gardens, Bellflower, Compton, Cudahy, El Monte, Gardena, Hawaiian Gardens, Hawthorne, Huntington Park, Inglewood, La Puente, Lancaster, Lawndale, Long Beach, Lynwood, Maywood, Montebello, Palmdale, Paramount, Pomona, Rosemead, San Gabriel, South El Monte, South Gate.
- Developed format for maps, and a sample map, depicting hard to count areas for outreach to those impacted cities.
- Developing workplan with strategies to outreach to selected cities.
- Developed a PowerPoint presentation to be used as a marketing tool to cities and other organizations to educate and inform on the importance of achieving a true count of residents.
- Sent out correspondence to Service Program Area groups offering to schedule Census presentations.
- Sent out correspondence to explore working with “promotoras” program on Census outreach efforts.

- Drafted correspondence for CEO to send to all the cities in the County offering assistance in forming a Complete Count Committee, providing technical assistance, or partnering on outreach efforts.
- Arranged for Census Bureau presentations to the following organizations that reached representatives from 56 cities:
 - League of California Cities: September 3
 - Independent Cities Association: September 10
 - Gateway Cities Southeast LA County City Managers Group: October 21

Homeless Subcommittee

- As part of the LUCA, submitted one set of Group Quarters address in April 2008 and hotels and homeless operations in late May 2009 to Census Bureau.
- Met with Census Bureau representatives to confirm the methodology the Bureau intends to use for counting the homeless. The Census Bureau will count the homeless over three days: March 29, 30, and 31, 2010.
- Have met periodically with LAHSA, City of Los Angeles, Census Bureau, and community organizations to brainstorm homeless outreach efforts.
- Coordinated the compilation of a list of addresses of housing used to shelter the homeless and submitted to Census Bureau. This list will be used for enumeration purposes.
- Coordinated with LAHSA on submittal of the Transitional Non-Sheltered Outdoor Locations (TNSOLs) list, which includes over 9,000 locations throughout the County. CEO will continue to identify locations until mid-March 2010.

Communications Subcommittee

- Launched the County Census Intranet website that allows Complete Count Committee members to post and share Census-related information. Information on the intranet site includes an events calendar, subcommittee meeting information, roster of CCC members, listing of Census Bureau Staff, links to Census Bureau and other website, etc. The intranet website is also available to the Census Bureau and local government agencies.
- Drafted correspondence to departments requesting they prepare a promotional plan detailing Census outreach through their general operations.
- Coordinated a Census Bureau booth to be present everyday at the 2009 Los Angeles County Fair.

- Attended several Communications Steering Committee for LACounts2010.org meetings held by the City of Los Angeles. At their most recent meeting, presented on County's communications efforts and committed to working with the City on outreach efforts.
- Assisted 22 Departments and two Board offices with their submittals to the Census Bureau's Partnership Promotional Program, which provides for \$2,999 in promotional materials.